

# Overseas Press Club Bulletin

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52 East 41 Street  
New York, N.Y. 10017  
(212) 679-9650

## How Lippmann Helped Shape Our Destiny

By Dwight Sargent

*Every once in a while a biography appears about a person whose life is so intertwined with historical events that the story of the life is a history of the period in which it took place.*

*Such a biography is Ronald Steel's "Walter Lippmann and the American Century." It is must reading for anyone interested in deep insights into the closets where journalists and politicians meet to talk, and for anyone who would like to know more about how a man of intellect and integrity, the Walter Lippmann who didn't qualify for any of the private clubs at Harvard, played a role in fashioning the destiny of man.*

I had the privilege of knowing Walter, so I must plead guilty to prejudice. While lunching with him at an editors' meeting in Washington, my wife made a comment about our son in college. Walter Lippmann, always human as well as gentlemanly, looked at my wife and said, "You don't look old enough to have a son in college." The moment is cherished, especially by the party of the second part.

The above is not recounted entirely in whimsy. I am trying to say that Walter Lippmann, despite the towering intellect Mr. Steel so brilliantly records, was also a courtly, courteous, nostalgic, warm, gregarious human being, which Mr. Steel also brilliantly records.

Mr. W. thought Franklin D. Roosevelt was just a playboy from Dutchess

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Adele Nathan leading seminar at Goucher  
Photo by Jeannette Longyear

## Peace, Not Economy, Worries Europeans

By Peter J. Brennan

To say that Europe is hardly homogenous is not a terribly original observation, but nonetheless one that cannot be noted too often. Anyone doing business in Europe who does not fully appreciate the enormous differences from country to country and particularly between the Continent and the British Isles will make costly mistakes.

The English Channel is at least as wide as the Atlantic in defining philosophy, psychology and attitude toward all sorts of things, particularly things economic, financial and social. The U.S. is much closer to Britain and Ireland than any of the three are to the Continent.

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## There's No Abatin' The Zeal of Nat'an

By Helen Alpert

How would you describe Adele Gutman Nathan, OPC's Grande Dame of stage, screen, American history, railroading, the Civil War, literature, and pageantry?

At 90-plus she's hitting new highs as a "Witness" in the award-winning Paramount film, "Reds." With OPC's Li Ling-Ai she's in a six-reeler filmed for Chinese Enterprises, "The Wandering Generation," now running on the Bowery and soon to be released in Singapore, Malay, Java. She's also working on "One Teaches One," a re-training film for teachers of remedial reading.

Recently the Alumnae Association of Goucher College, her alma mater, chose her for its Excellence in Public Service Award. I rejoiced; as an alumna I wrote a nominating letter nobody could resist.

Goucher, for those who don't know and most don't, is located near Baltimore, and rates as one of the top six women's colleges in the country, with Smith, Bryn Mawr, Wellesley, Mt. Holyoke, Vassar. When Adele returned from her recent triumph as Goucher's Woman of the Year she brought me an ashtray depicting three Helen Hokinson characters sitting bosom to bosom at a table, the waiter turning his head to sniff, "And where may I ask is Goucher?"

A good question. It took OPC Editor Irvin Taubkin to point out even to us that Sarah Tilghman Hughes, Texas' new Federal Judge, is also from Goucher.

In 1916 in her hometown Baltimore, Adele founded and became producing director of the Vagabond Theatre, the oldest continuing "little theatre" in the country. The Baltimore and Ohio Railroad commissioned her to create and stage "The Iron Horse," a pageant celebrating its 100th anniversary as the nation's first railroad.

Within a few months she ranked as the country's top authority on com-

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ENTRIES FOR OPC'S ANNUAL AWARDS ARE DUE AT THE CLUB ON FRIDAY, FEB. 5. Awards Chairman Bruce W. Gray, noting the gigantic job involved in judging, urges entrants to observe this deadline. 17 awards and as many or more citations are offered for reportage or commentary in newspapers, wire services, radio, TV, magazines, books, photographs, editorials and cartoons, Good luck!



## Lippmann Helped Politicians Become Statesmen

County, with no conspicuous statesman-like qualities. That puts him in the same category with some of the rest of us ordinary citizens who thought a failed haberdasher from Independence, Missouri, would be unable to swim when tossed into the swirling waters of the presidency. We both were wrong.

When I became editor of the editorial page of the *New York Herald Tribune* in 1959, Walter Lippmann's column appeared twice a week under the cartoon. One day I added a line to his head, which brought a letter from Mr. Lippmann which I have framed in my study. It reads.

*"Dear Dwight: In today's paper the copy reader has put a new title on my article, and this is the first time this has ever been done since I have been writing for the Tribune. I am sure it is the result of the holiday weekend and somebody handling the copy who didn't know the rules. My reason for objecting to a change in the title is that while this happens to be quite a good title, I feel that I must write my own headlines. Greetings to you.*

*Yours, Walter Lippmann"*

If he had not blamed the change on the copy reader I probably would not have answered. Under the circumstances I had to thank him for the compliment, and remain non-committal about changes in the future. But the point of the story is that the letter says something about Walter

Lippmann, and why he was so widely respected in Washington, and the capitals of the world. He was straightforward, self-confident, honest, analytical, and as his letter suggests, a counselor without being a scold.

As Mr. Steel points out, politicians and statesmen sought his counsel. They often made decisions based thereon. Maine's Sen. Margaret Chase Smith got his nod of approval before delivering her historic "Declaration of Conscience" sermon against Sen. Joseph McCarthy. It is easy for me to say that a journalist like Walter Lippmann should not have become so intimately and personally involved in politics, but I could say the same about another of my heroes, Horace Greeley, who made the mistake of running for the presidency.

If more journalists could make the same high quality of contribution to the well-being of our society as the Greeleys and the Lippmanns, by dabbling in politics as well as prose, both journalism and politics would be of better repute.

Ronald Steel has written what I consider the Biography of the Year. It is more than a book about a person. It is a book about the times, places, events and people who helped to shape this century and will influence the shape of the century to come. The highest praise I can think of is that Mr. Steel has done as good a job of reporting Walter Lippmann as Walter Lippmann did of reporting the world.

## Brennan in Europe

Starting in Vienna and moving westward, we noted a feeling of gloom and pessimism centered not on economics, but on world peace. The mood lightened noticeably in direct proportion to distance from the borders of Eastern Europe and vanished entirely in Ireland, where concerns are more insular.

In Bonn, a German diplomat told this story:

Two German reservists discussed the unstable international climate. Says one: "What will you do when war comes?" Responds the second: "I will immediately join my unit and go to fight with our friends and allies the United States to repel the Russian invader from German soil. What will you do?"

Responds the first: "I will immediately go AWOL and join the Russians." The second reacts in horror and shock. "Mein Gott! Why would you do such a thing?"

Says the first in remembered logic: "Because then I could become a prisoner of the Americans."

We were gathering material on the movement of venture capital into the U.S. and on the European perception of the investment climate in the U.S. In the U.S. interest rates and the forces that influence them are paramount in making investment decisions. In Europe, currency exchange rates come first.

*OPC'er Brennan is publisher of Worldtech and a writer on business and finance. His wife Jilda, who accompanied him on a recent trip through Europe, is a banker.*

## Nathan -- The Indians Have a Name For Her

memorative events and corporate shows, including the 175th anniversary of the Declaration of Independence in Philadelphia, and the dramatic reenactment of the founding of Columbia University.

Following WWII, Adele dramatized the Seabees' exploits and was rewarded with a special decoration from the U.S. Navy. Along the way she also picked up a National Valley Forge Freedom Foundation Award for her dramatization of Mr. Lincoln's visit to Gettysburg.

Her overseas credits include the NEA and United Press. Stateside she has worked on the *Baltimore Post*, *New York Telegram*, and done features for the *Baltimore Sun* papers, *New York Times Magazine*, and a host of monthly magazines. An enthusiastic advocate of changing horses in mid-stream, she has successfully tackled almost every form of communication, with a special fondness for children's books. To date she has written 15, to make

history come alive for youngsters, including her famed "Lincoln's America," a Civil War Round Table Award Winner. Two of her children's books, published by Random House, are incorporated in its Landmark Series. One, translated into five languages, is a children's classic, "Building the First Transcontinental Railroad."

In 1977 her book, based on her years of personal direction in the field, "How to Plan and Conduct a Bicentennial Celebration," promptly became a "must" in New York State, Illinois, Nebraska and Oregon, et al.

An active OPC member since the year the OPC was founded, Adele has served three terms on the Board of Governors, 9 years as the official OPC archivist, and staged the programs for six Award Dinners.

These days her proudest distinction is her honorary membership in the Blackfoot Indian Tribe. To them, she is Na-tu-ash-Quen-U-Mah — "Woman of Wisdom and Peace."

## OPC's OYC Invites OPCers Aboard

Overseas Yacht Club members dropped anchor at the OPC bar Jan. 13 for a rendezvous welcoming the New Year and an informal exchange of ideas for the club's 1982 program. Thanks to National Boat Show officials, complimentary tickets to the annual Coliseum exhibits were provided to the first 25 OYCers who asked.

Invitations to join the yacht club are being extended prior to the annual business meeting, scheduled for spring. Further information from OYC Commodore **Howard L. Kany**, 888-5149, or the club's membership chairman, **Charles J. Schreiber**, 974-5291.



## A Europe Tourists Seldom See

With commendable modesty, **Nino Lo Bello** dedicates his new travel book, *European Detours*, to Christopher Columbus and Marco Polo, from whose Italian heritage "I have derived a wanderlust and curiosity all my own."

His curiosity has concentrated on 80 tourist oddities that provide for delightful excursions off the beaten track. Indeed, he tells a reader straight off that his book won't provide the practical facts most travel guides offer. It does report on more than 25 years of a rubberneck's collection of the unusual, the fantastic, and the obscure, most of which is usually overlooked by the time-strapped tourist "always busy going somewhere else."

What *European Detours* offers is a detailed listing of destinations so esoteric that even veteran travel writers would do well to consult chapters on such tourist attractions as S.M.O.M., the world's tiniest country. For the uninformed, the initials stand for Sovrano Internazionale Militare Ordine di Malta (The Sovereign International Military Order of Malta), founded in 1048. It's located at No. 68 Via Condotti, about 300 yards from the Spanish Steps in Rome, and is recognized by 39 countries. With a population of 80 and an air force of 50 planes, S.M.O.M. issues its own passports and auto license plates, mints its own gold coinage and prints postage stamps. The country is primarily engaged in running hospitals, clinics and nursing schools in various parts of the world. It has a fleet of planes piloted by hired Italian flyers for evacuation and rescue work in times of war. During the Vietnam War it maintained 10 White Cross teams in trouble areas providing medical treatment for Vietnamese children.

Mr. Lo Bello's interests are eclectic. He has uncovered the site of the world's annual marbles championship, held every Good Friday for the past 400 years in the Sussex town of Tinsley Green. The winner's prize is a firkin of ale and a huge medal.

By contrast, he watched the biannual chess game at Marostica in an Italian city where in every even-numbered year a legendary game is replayed in front of the 14th century Basso Castle. The pieces are people, the board as big as a tennis court and the moves by costumed actors are at the behest of a stentorian herald. The game is based on one played in 1454, but because the original moves are forgotten, the players enact Schlechter's

classic game of 1891 in which check-mate is effected in 40 moves.

If male chauvanism is of interest, the author calls attention to Ladies Day in the Greek village of Monoklissia where men and women switch roles for 24 hours. During that day, men are confined to their farms to cope with children, cooking and milking while the wives congregate at cafes, play cards and boast of their prowess with a bottle of wine. Any men (including tourists) caught on the streets are summarily drenched with water from the town fountain.

Mr. Lo Bello has written an intriguing book of travel "trivia," a welcome addition to tourist literature that all too often pontificates and takes itself too seriously.

"*European Detours*" is published in hardback by *Hammond Inc.*, \$8.95.

— **J. Herbert Silverman**

## Friend of Whales Fights for Them

Two former *New York Herald Tribune* correspondents — **Joseph Newman** and **Warren Rogers** — have produced a book relating the adventures of Paul Watson, a young Canadian who defends whales and other endangered species.

Watson emerges as the heroic figure who has taken on almost single-handedly, the outlaw whaling fleets of Japan and the Soviet Union.

Financed by Cleveland Amory's Fund for Animals, Watson purchased a British ship which he converted into what he calls the *Whole Navy*. A sloop called the *Sea Shepherd* was converted by Watson into a destroyer which he used to ram the Japanese pirate whaler *Sierra* off the coast of Oporton, Portugal.

When the Portuguese sought to confiscate the *Sea Shepherd*, Watson and his friends scuttled the ship, which now lies at the bottom of the Port of Oporton. Soon after, the *Sierra* was mysteriously blown up by underwater friends of the whales.

Newman says the movie rights to the book called *Sea Shepherd*, written by Rogers and edited by Newman, have been purchased by Tony Bill, co-producer of *The Sting*, in association with Warner Bros.

— **Jessie Stearns**

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## Placement

Overseas stringers wanted for JET CARGO NEWS, Houston-based air marketing monthly seeking reports of sales opportunities for U.S. readers. Reply airmail to Rich Hall, 5314 Bingle Road, Houston, Tex. 77092.

Monthly magazine in mid-Manhattan seeks editor-reporter for senior job on business-oriented trade magazine. Must have experience covering industry news, researching and writing features for management audience. Phone Mrs. Kennedy at (212) 532-5588.

Private room for gentleman available in large West Side apartment, Manhattan. For details, phone 873-0808.

Placement is a free world-wide service to OPC members. To list positions open or sought, reach Helen Alpert, OPC.



## OPC BULLETIN

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**Irvin S. Taubkin**, Editor; **Helen Alpert**, **Rosalind Massow**, **Charles J. Schreiber**, **Lawrence Stessin**, Associate Editors.



## Who, What, Where

By Rosalind Massow

**THEATRICAL EVENT IN VIENNA** . . . Alan Levy, multi-faceted journalist in Vienna, celebrates the world premiere of a work he adapted for the theatre. On Feb. 14 Vienna's English Theatre will present the life and roles of monologist Ruth Draper based on the book "The Art of Ruth Draper" by Morton Dauwen Zabel. American actress Ruth Brinkmann, who co-founded the English Theatre, will star as Ruth Draper.

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**COMPLAINTS, COMPLAINTS** . . . That's what **Larry Stessin's** new book is all about. "The Grievance Almanac," published by Business Research Foundation, is the definite work on employee-employer discontents. Stessin's research comes from court cases, arbitration awards and interviews . . . On the heels of these abrasive work conditions there's "Nobody's Perfect," a guide book to criticism at work and elsewhere. Co-authored by Dr. Hendrie Weisinger and OPC member **Norman Lobsenz** the book tells how to give and take criticism. It's published by Stratford Press.

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**AFRICAN INSIGHTS** . . . The first issue of *The New African Observer*, a Worldwide Dialogue of African Peoples, has just come out. **Marguerite Cartwright** is senior editor. The publication is connected with the UN Department of Public Information.

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**GONE SOUTH** . . . **Armund (Art) Foley** and wife Louise in Atlanta for 1982 Shot How (He's p.r./marketing consultant for Vincenzo Bernardelli, Italian arms manufacturer). Then they are off to St. Petersburg, Fla., for courses in Bare boat chartering given by The Annapolis Sailing School.

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**WRITING MEMOIRS** . . . **Richard Yaffe**, long-time newsman with such diverse publications as *PM*, *N.Y. Post*, *Journal American*, will tell it as it was in his book, "All in a Lifetime."

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**INFORMATIVE PIECE** on the United States' biggest public relations effort - itself, is revealed in **Tom Mechling's** interview with Gilbert A. Robinson, deputy director of the International Communication Agency (ICA), the Federal agency that tells America's story overseas. Mechling's

story appeared in the December issue of *Public Relations Journal*. ICA is changing its initials back to USIA.

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**WORLD CONGRESS IN BOMBAY** . . . At least two OPC'ers were active participants in the Ninth Public Relations World Congress just ended in India. Brussels-based **Michael Herten**, international public-affairs consultant in Europe, attended as council member of the International Public Relations Association, and U.S. based **John Sattler**, as board member, of the same organization.

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**IN FROM GENEVA** . . . **Bernie Lovell**, who covers business and financial matters in Europe for the *Journal of Commerce* and other publications, is in New York on a quickie business trip.

\* \* \*

**OVER 80 AND GOING STRONG** . . . **Sonia Tomara Clark**, founding member of the OPC, celebrates her 85th birthday on Feb. 10 at her home in New Jersey. Sonia covered the China War for the *Herald Tribune* and the Italian and North African fronts during World War II. For friends who would like to drop her a card, her address is 892 Kingston Rd., Princeton, N.J. 08541.

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**ED HYMOFF IS AGLOW WITH A BIT OF PRIDE** these days. His chapter on computers and semiconductors, published in "Only One Science," the 12th annual report to the president of the National Science Board, National Science Foundation, is one of only six in the report sent to the White House covering the status of science in the U.S.

**FASHION** is uppermost in **Anne Turner Bruno's** mind these days now that she has joined the Eleanor Lambert division of the Creamer, Dickson, Basford PR agency as account executive for leading fashion designers. Anne had spent 13 years as a journalist and magazine writer in Europe and the Middle East, working from an Istanbul, Turkey, base. Since returning to the States in 1976 she has been public relating and free lancing. Eleanor Lambert, a most prestigious name in the fashion world, created the Coty awards and the New York Fashion Press Week, as well as the annual International Poll of the Best Dressed Women and Men in the World.

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**JOURNEY TO ADVENTURE**, **Gunther Less'** series of travel films, celebrates its 28th anniversary on television this year. In addition to WNBC-TV in New York, more than 70 stations and cable systems carry the feature, the latest addition being KIKU-TV in Honolulu.

## A Note of Thanks

In a letter to the Marsteller Foundation, President **Henry Gellermann** expressed his thanks for a grant of \$1000 sent to the Overseas Press Club. In this letter, Gellermann expressed the membership's appreciation for the generous and sympathetic support the Club has received from this organization and conveyed the membership's gratitude.

EAT, DRINK WITH US AT OPC!

Overseas Press Club of America, Inc.  
52 East 41st Street  
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